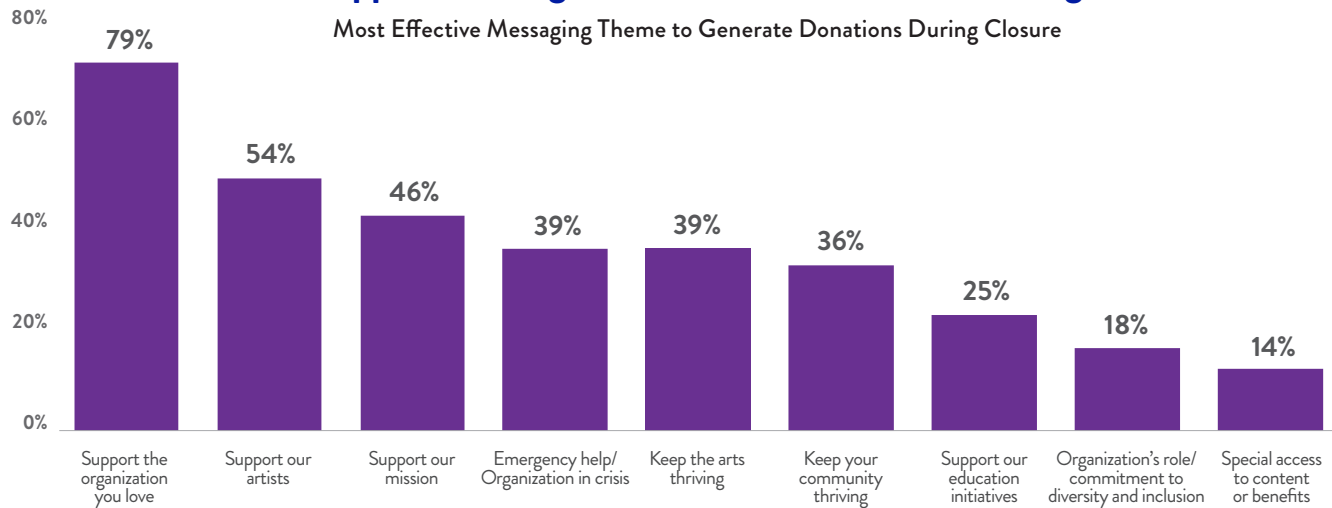


SEPTEMBER 8, 2020

The Advisory Board for the Arts surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about the impacts of coronavirus on their institutions as well as other relevant topics of interest. This online survey was fielded **August 24–September 3, 2020**. This is the fifteenth survey of the series.

## DONOR ENGAGEMENT DURING CLOSURE

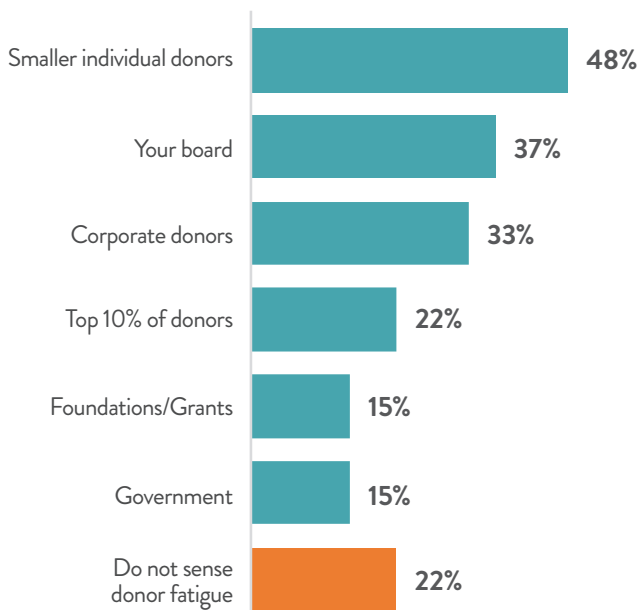
### “Support the Org You Love” Most Effective Message



N=28

### Most Sense At Least Some Donor Fatigue

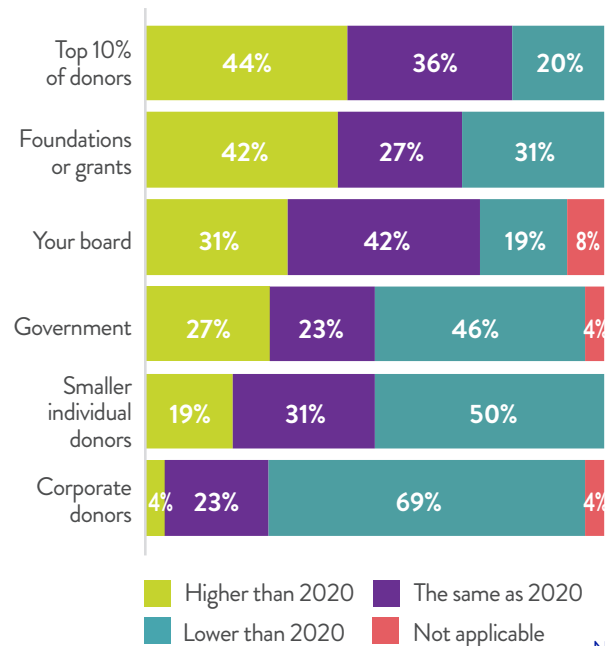
Orgs Sensing “Donor Fatigue” From Each Donor Type



N=27

### Varying Expectations for 2021 Donations

Expectations for 2021 Donations by Donor Group



N=26

SEPTEMBER 8, 2020

The Advisory Board for the Arts surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about the impacts of coronavirus on their institutions as well as other relevant topics of interest. This online survey was fielded **August 24–September 3, 2020**. This is the fifteenth survey of the series.

## NEW DONOR BENEFITS

### Most Experimenting with New Benefits

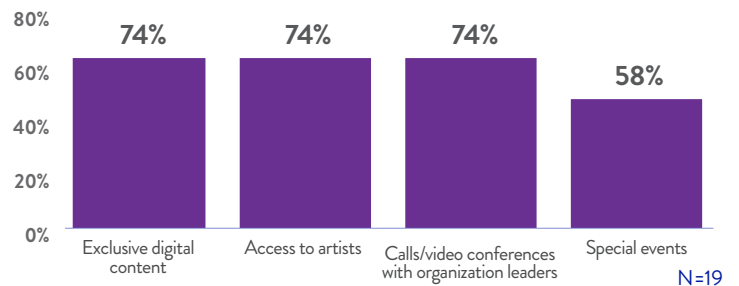
Orgs Offering New Donor/Member Benefits During Closure



N=26

### Content and Access Top New Benefits

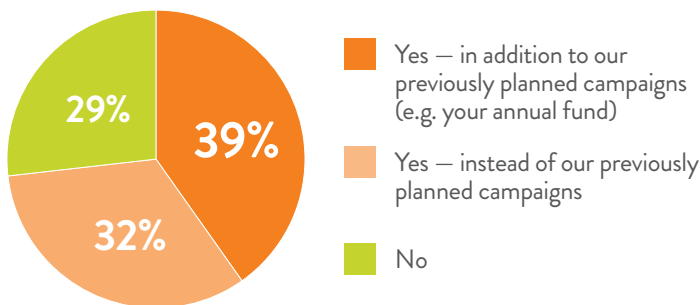
Orgs Offering Each Type of New Benefit



## CORONA-SPECIFIC CAMPAIGNS

### Most Have Run Pandemic-Focused Campaigns

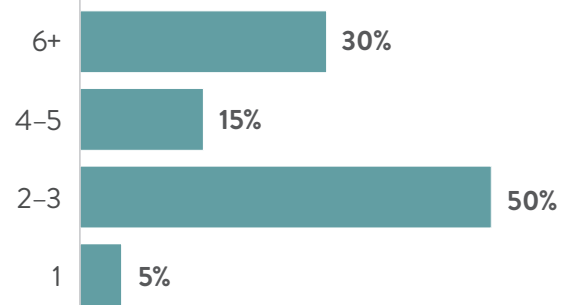
Orgs Running Coronavirus-Specific Donation Campaigns



N=28

### Multiple Donation Appeals

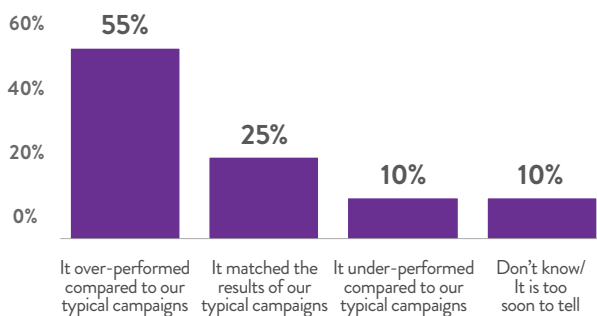
Number of Appeals Within Campaign



N=20

### Many Corona-Campaigns Overperforming

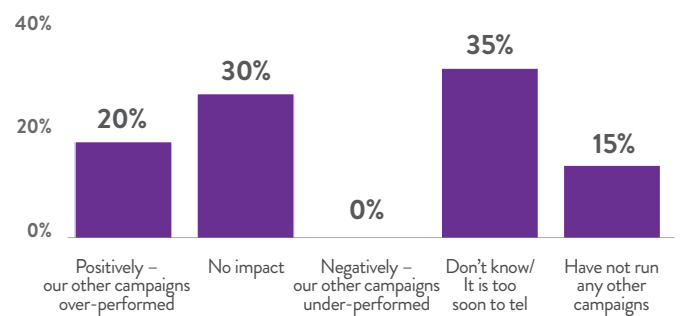
Results of Coronavirus-Specific Campaign



N=20

### Impact on Other Campaigns Unclear

Impact of Corona-Specific Campaign on Other Efforts



N=20